

**Amendments to the Claims:**

The following listing of claims will replace all prior versions, and listings, of claims in the application:

1. (Currently Amended) An evaluation apparatus for evaluating activities of a plurality of groups to be evaluated, the apparatus comprising:

an inquiry unit configured to ~~direct inquiries~~ inquire directly to the groups concerning activities performed by the groups, each of the activities include one or more concepts;

a concept analysis unit configured to examine activity data included in responses received from the groups to which inquiries were directed, to perform an analysis of the concepts that are used for the activities by the groups, and to generate concept data obtained as a result of the analysis, the concept data represents the concepts; and

an evaluation unit configured to evaluate values of the activities, the concepts and the groups, or one or more values of one or more arbitrary combinations of the activities, the concepts and the groups based on the activity data and the concept data.

2. (Previously Presented) The evaluation apparatus as claimed in claim 1, wherein the activity data include partner group data representing groups that have acted as partners for the activities, and activity contents data representing contents of the activities,

wherein the concept analysis unit analyzes the activity contents data included in the activity data, and generates the concept data representing the concepts of the activities, and

wherein, based on 1) either or both of the activity contents data and the concept data, and 2) the partner group data, the evaluation unit evaluates a number of groups that are influenced by either or both of the activities and the concepts, a magnitude and a

range of an influence, or values of one or more arbitrary combinations of the number of groups, the magnitude of the influence, and the range of the influence.

3. (Previously Presented) The evaluation apparatus as claimed in claim 1, wherein the activities are propagation of information,

wherein activity data includes information recipient data representing recipient groups of information and information contents data representing contents of the information that has been propagated,

wherein the concept analysis unit analyzes the information content data included in the activity data, and generates the concept data that represents a concept of the information that has been propagated, and

wherein, based on either or both of 1) the information content data and the concept data, and 2) recipient group data, the evaluation unit evaluates a number of groups that are influenced by either or both of the information and the concepts, a magnitude and a range of an influence, or one or more values of one or more arbitrary combinations of the number of groups, the magnitude of the influence, and the range of the influence.

4. (Previously Presented) The evaluation apparatus as claimed in claim 1, wherein the activities are psychological activities,

wherein activity data includes object group data representing objects for the psychological activities, and psychological activity contents data that represents contents of the psychological activities,

wherein the concept analysis unit analyzes the psychological activity content data included in the activity data, and generates the concept data that represents concepts of the psychological activities, and

wherein, based on 1) either or both of the psychological activity contents data and the concept data, and 2) the object group data, the evaluation unit evaluates a number of

groups that are influenced by either or both of the psychological activities and the concepts, a magnitude of an influence and a range of the influence, or one or more values of one or more arbitrary combinations of the number of groups, the magnitude of the influence and the range of the influence.

5. (Previously Presented) The evaluation apparatus as claimed in claim 1, wherein the groups are either or both of members and organizations that include one or more components.

6. (Currently Amended) An evaluation method for evaluating activities of a plurality of groups comprising:

directing inquiries directly to the groups concerning the activities, each of which includes one or more concepts and is performed by a group;

examining activity data that are included in responses to the inquiries received from the groups;

analyzing the concepts that are used for the activities performed by the groups;

generating concept data that represent the concepts obtained by results of the analyzing; and

evaluating values of the activities, the concepts and the groups, or one or more values of one or more arbitrary combinations of the activities, the concepts and the groups based on the activity data and the concept data.

7. (Previously Presented) The evaluation method as claimed in claim 6, wherein the activity data include partner group data representing groups that have acted as partners for the activities, and activity contents data representing contents of the activities, and

wherein the method further comprises:

analyzing the activity contents data included in the activity data;

generating concept data representing the concepts of the activities; and

evaluating, based on 1) either or both of the activity contents data and the concept data, and 2) the partner group data, a number of groups that are influenced by either or both of the activities and the concepts, a magnitude and a range of an influence, or one or more values of one or more arbitrary combinations of the number of groups, the magnitude of the influence, and the range of the influence.

8. (Previously Presented) The evaluation method as claimed in claim 6, wherein the activities are propagation of information,

wherein the activity data include information recipient data representing recipient groups of information and information contents data representing contents of the information that has been propagated, and

wherein the method further comprises:

analyzing the information content data included in the activity data;

generating the concept data that represents one or more concepts of the information that has been propagated; and

evaluating, based on 1) either or both of the information content data and the concept data, and 2) the recipient group data, a number of groups that are influenced by either or both of the information and the concepts, a magnitude and a range of an influence, or one or more values of one or more arbitrary combinations of the number of groups, the magnitude of the influence, and the range of the influence.

9. (Previously Presented) The evaluation method as claimed in claim 6, wherein the activities are psychological activities,

wherein the activity data include an object group data representing objects for the psychological activities, and psychological activity contents data that represent contents of the psychological activities, and

wherein the method further comprises:

analyzing the psychological activity content data included in the activity data;  
generating concept data that represents the concepts of the psychological activities; and

evaluating, based on 1) either or both of the psychological activity contents data and the concept data, and 2) the object group data, a number of groups that are influenced by either or both of the psychological activities and the concepts, a magnitude of an influence and a range of the influence, or one or more values of one or more arbitrary combinations of the number of groups, the magnitude of the influence and the range of the influence.

10. (Previously Presented) The evaluation method as claimed in claim 6, wherein the groups are either or both of members and organizations that include one or more components.

11. (Currently Amended) A computer-readable medium including a program for a computer to evaluate activities of a plurality of groups to be evaluated, the program making the computer to perform a process comprising:

directing inquiries directly to the groups concerning the activities, each of which includes one or more concepts and is performed by a group;

examining activity data that are included in responses to the inquiries received from the groups;

analyzing the concepts that are used for the activities performed by the groups;  
generating concept data that represent the concepts obtained by results of the analyzing; and

evaluating values of the activities, the concepts and the groups, or one or more values of one or more arbitrary combinations of the activities, the concepts and the groups based on the activity data and the concept data.

12. (Previously Presented) The computer-readable medium as claimed in claim 11, wherein the activity data include partner group data representing groups that have acted as partners for the activities, and activity contents data representing contents of the activities, and

wherein the program further making the computer to perform the process comprising:

analyzing the activity contents data included in the activity data;

generating concept data representing the concepts of the activities; and

evaluating, based on 1) either or both of the activity contents data and the concept data, and 2) the partner group data, a number of groups that are influenced by either or both of the activities and the concepts, a magnitude and a range of an influence, or one or more values of one or more arbitrary combinations of the number of groups, the magnitude of the influence, and the range of the influence.

13. (Previously Presented) The computer-readable medium as claimed in claim 11, wherein the activities are propagation of information,

wherein the activity data include information recipient data representing recipient groups of information and information contents data representing the contents of the information that has been propagated, and

wherein the program further making the computer to perform the process comprising:

analyzing the information content data included in the activity data;

generating the concept data that represents one or more concepts of the information that has been propagated; and

evaluating, based on 1) either or both of the information content data and the concept data, and 2) the recipient group data, a number of groups that are influenced by either

or both of the information and the concepts, a magnitude and a range of an influence, or one or more arbitrary combinations of the number of groups, the magnitude of the influence, and the range of the influence.

14. (Previously Presented) The computer-readable medium as claimed in claim 11, wherein the activities are psychological activities,

wherein the activity data includes an object group data representing objects for the psychological activities, and psychological activity contents data that represents contents of the psychological activities, and

wherein the program further making the computer to perform the process comprising:

analyzing the psychological activity content data included in the activity data;  
generating concept data that represents the concepts of the psychological activities; and

evaluating, based on 1) either or both of the psychological activity contents data and the concept data, and 2) the object group data, a number of groups that are influenced by either or both of the psychological activities and the concepts, a magnitude of an influence and a range of the influence, or one or more values of one or more arbitrary combinations of the number of groups, the magnitude of the influence and the range of the influence.

15. (Previously Presented) The computer-readable medium as claimed in claim 11, wherein the groups are either or both of members and organizations that include one or more components.

16. (Previously Presented) The evaluation apparatus according to claim 1, wherein:

the inquiry unit is configured to inquire members of each group about one or more activities performed by the members of each group, and

the concept analysis unit is configured to examine activity data included in responses received from the members of each group and to perform analysis of one or more concepts that are used for the activities performed by the members of each group.

17. (Previously Presented) The evaluation method according to claim 6, wherein:

the directing directs inquiries to members of each group about one or more activities performed by the members of each group,

the examining examines activity data that are included in responses to the inquiries received from the members of each group, and

the analyzing analyses concepts that are used for the activities performed by the members of each group.

18. (Previously Presented) The computer-readable medium according to claim 11, wherein:

the directing directs the inquiries to members of each group about one or more activities performed by the members of each group,

the examining examines activity data that are included in responses to the inquiries received from the members of each group, and

the analyzing analyses concepts that are used for the activities performed by the members of each group.